

Using Facebook Audience Insights Continued

You should now be seeing a page like this:



In the Location section, enter the country that you intend to sell in.

In the Age and Gender section, choose an age group and gender to research.

In the Interests section, choose some interests.

Next, use the information and data displayed in Audience insights to learn about the chosen audience and 'get to know them'.

Check out which pages they like and follow to get an idea of what they are really interested in.

Click through to some of the pages to get even more intell on your audience.

Spend some time on this and you will start to get ideas about what to sell to this audience!

Try experimenting with different audiences.

As always, do not rely ONLY on the PDF's. The videos are much more detailed and must be watched in order to gain a full understanding of the process.